

PX 161

Message

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on behalf of Monica Long [REDACTED]@ripple.com > [REDACTED]@ripple.com]
Sent: 3/26/2017 9:51:53 AM
To: Brad Garlinghouse [Brad Garlinghouse <[REDACTED]@ripple.com>]
Subject: 1:1 agenda

For discussion:

- Product marketing roles - XRP and Corporates
- XRP marketing - lessons thus far from Ethereum, Dash + initial thoughts on a plan
- Q2 priorities:
 - Generate 40 SQLs
 - Identify 2017 target corridors, target accounts and use cases
 - Hire 3 positions (content marketing, product marketing XRP, product marketing corporates)
 - Build Ripple's reputation in India (PR, speaking)
 - Drive XRP speculation

FYI:

- Corporate overview
 - v1: improved story, coming March 31
 - v2: new design, fleshed out business model?
- Central bank summit
 - next step: Zagone soliciting input from trusted central bankers
- Competition discussion
 - Scheduling for next leadership strategy session